'Tis the time for moderation - Page 3

Jim Brady on Lebanon - Page 4

Burnett's retiring Kopp reflects on creative advertising - Page 6

Advertising Age

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Giving in to a smooth pitch

Tv spots by Compton Advertising for Dannon's new Y.E.S. (yogurt extra smooth) show why you "Can't say no to Y.E.S." It is testing in Arizona, Colorado, Florida, Boise and Salt Lake City (AA, Oct. 25).

U.S. demands data on tv sports ad deals

By CRAIG REISS

The Justice Department's antitrust division officially has initiated a sweeping investigation into the three tv networks' sale of product exclusivities in live sports programing.

It has demanded all pertinent records and contracts from 1981 through 1983 from the networks, the nation's three largest breweries and their advertising agencies.

The investigation, which is limited to Anheuser-Busch, Miller Brewing and Stroh Brewery and concerns only live sports programing, could have a fundamental impact on the way hundreds of millions of dollars are spent on network tv.

Furthermore, the investigation could have ramifications for the millions of dollars spent with tv stations that broadcast local sports events.

If the practice is found to violate fair trade laws in sports, it could be banned or restricted in other types of programing in which exclusivities are sold, such as miniseries and specials.

Stroh chairman Peter Stroh has championed the challenge to exclusivities, claiming in essence that network deals with A-B and Miller prevent Stroh from gaining access to what is considered the most effective programing vehicles for reaching the beer target audience (AA, June 20, *et seq.*)

In the last few months, Stroh representatives have appeared before Justice Department officials at least twice to present facts supporting their arguments against exclusivities.

Mark Sheehan, spokesman for the antitrust division

(Continued on Page 22)

last minute news

BBDO getting Apple's European account

LONDON—Apple Computer will be moving its $11.3 million European ad account in April from Leo Burnett Co. to BBDO International. Burnett handled the Cupertino, Cal.-based company in the U.K., Germany, Holland and Italy. BBDO has Apple in Latin America and Africa.

Budweiser return to U.K. readied by A-B

ST. LOUIS—Anheuser-Busch reportedly is preparing to reenter the U.K. with Budweiser and has reached an agreement with Watney Mann & Trueman, which will make the brew. A-B had pulled out of the U.K. earlier this year. A-B did not return phones calls regarding this action.

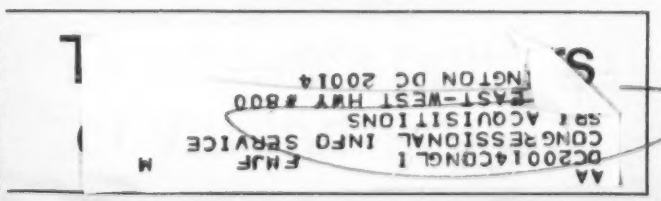
McDonald's warms up Sausage McMuffin test

OAK BROOK, ILL.—McDonald's will move its Sausage McMuffin into Chicago and possible other test markets next week, as part of what sources say will be the chain's heavy first-quarter emphasis on breakfast. Broadcast advertising, via Leo Burnett USA, will support the introduction.

HBO buys rights to Leonard comeback fight

NEW YORK—Home Box Office has paid $1.85 million for exclusive cable rights to boxer Sugar Ray Leonard's comeback fight, a 10 rounder set for

(Continued on Page 8)



NEWSPAPER

Roman Meal sets Olympics tv spots

TACOMA, WASH.—Roman Meal Co. hopes to persuade a younger, more active consumer to try its multigrain variety breads in a new $2 million tv campaign. It breaks during ABC-TV's telecast of the Winter Olympic Games, Feb. 8 to 19.

Two tv spots identify the product with nutrition, health and fitness, continuing the theme introduced last year after Cole & Weber replaced McCann-Erickson on the account: "Roman Meal. When you know what's good for you."

In one spot, a young boy drops down and spins into the popular break-dance routine made famous in the film "Flashdance."

The spots for Roman Meal, the official bread of the Winter Olympics, will continue for eight weeks following the ABC telecast, with spot tv, radio and print media in about 80 markets.

Budget for the total campaign is expected to equal the amount spent during the first six months of 1983 —almost $3.5 million, according to Leading National Advertisers.

Roman Meal bread traditionally has appealed to nutrition-conscious women over 50, but lately has been aiming to tap the aging fitness-focused baby boomers, both men and women, age 25 to 49.

The company further is capitalizing on the health and nutrition trend with a new line of Natural Foods products in limited rollout in the West (AA, Nov. 7).#

Forecast & Review

COMING NEXT WEEK:

- **Adman of the Year.**
- **People who made news in '83.**
- **Products that made news in '83.**
- **Events that moved the market in '83.**
- **Categories that will make news in '84.**

Lansdowne folding creates conflict at JWT

Ty-D-bol looks for shop

By BESS GALLANIS

Two new products in the expanding automatic segment of the toilet-bowl cleaner category are moving into national distribution. And one is looking for a new agency to handle the introduction.

Drackett Co.'s Vanish Bowl Brite is scheduled to roll out nationally in the first quarter of 1984 with heavy ad support (AA, Dec. 19), and Ty-D-bol Double Action recently began shipping nationally after an 11-market test earlier this year.

But Ty-D-bol, marketed by Jamaica, N.Y. based Knomark Inc., now finds itself in the midst of an agency search.

The search was begun because Lansdowne Advertising, which has handled all Ty-D-bol products, is being folded into J. Walter Thompson USA, New York. Lansdowne had operated as an independent unit of JWT Group, holding company of the U.S. agency.

The problem is that JWT handles R.T. French Co., which has an entry in the category, called Bully.

Jean Goldberg, vp-sales and marketing at Knomark, said that when the company was informed of the consolidation it became necessary to look for a new shop, because of the conflict situation. There was no perceived conflict on the part of Knomark until that time, he said.

Since JWT client R.T. French is a bigger advertiser, he added, it is Knomark that must go elsewhere.

Ad support for the new Ty-D-bol Double Action will include spot tv in 28 markets, and cable advertising is being considered. Also, on-package 40¢-off coupons will be used along with two couponed newspaper ads in New York and Boston beginning early in January, according to Mr. Goldberg.

A 30-second spot produced by Lansdowne and aired in the test markets showed the product coming up over the horizon, preceded by a flotilla of existing Vanish brand products. Drackett's Vanish line leads the entire category.

In the case of new Bowl Brite, a competitor says he

(Continued on Page 20)

Wrigley uses NutraSweet in sugar-free bid

By JANET NEIMAN

CHICAGO—Wm. Wrigley Jr. Co. will become the first major chewing gum company with aspartame-sweetened, sugar-free gum when it puts Wrigley's Extra into West Coast markets early next year.

But its test-market introduction will be nearly concurrent with the limited introduction of aspartame-sweetened bubble gum from Menlo Park, Cal.-based National Chicle Co. And it is likely to be followed within months by aspartame-sweetened bubble gum from the Leaf Confectionery division of Huhtamaki Group's Leaf Inc.

Wrigley's Extra, in spearmint and peppermint flavors, is said to use a "patentable" new technology to create a gum that will be advertised as having "extra refreshing flavor that lasts an extra, extra, extra long time."

Extra represents a new attack by Wrigley in the sugar-free market, where American Chicle's Trident and Life Savers' Care*free each hold about 10% of the unit volume of the total gum market, and American Chicle's Chewels holds about 2.5%.

Each of those products is sweetened with saccharin; Wrigley's Orbit sugar-free line has mannitol and sorbitol. Orbit has had little impact on the category since its original sweetening agent—xylitol—was removed following a cancer scare in the late 1970s.

The NutraSweet (G.D. Searle & Co.'s brand name for aspartame) content is expected to be prominently promoted in the advertising.

Wrigley is promising "unprecedented advertising support," via BBDO, featuring up to 44 commercials per week during the introduction, and direct-mail samples to one in three homes in the test markets, including Portland, Ore., and Seattle.

Five-stick packs of Extra will sell for 30¢ a pack, a price comparable to other sugar-free gums, but 10¢ higher than Wrigley's Orbit sugar-free gum and 5¢ more than its regular line.

Introductory promotion for Extra will include special 15¢ retail pricing.

If Wrigley is successful in marketing a sugar-free gum, it could

(Continued on Page 22)

This year's auto shows will feature a number of stunningly aerodynamic prototypes you can't buy.
And two you can.
and wagon.
Audi: the art of engineering.

New Audi battle cry: Wagons, ho!

Audi is taking on the likes of Mercedes. BMW, Volvo and Saab with the introduction of the Audi 5000S wagon. An ad campaign breaking in January emphasizes the Audi brand name and cites Audi engineering advances. The "Audi: The art of engineering" campaign is mostly print, with long copy blocks explaining aerodynamics, design and an extended warranty. *(See story on Page 22.)*

Busy signal? Fairchild, others dial into telecommunications

By STUART J. ELLIOTT

NEW YORK—The scramble for position in the communications and telecommunications industry is reflected in the rush by the business press to launch publications covering this booming market.

The new year will bring several new projects, including one from powerhouse Fairchild Publications (AA, Dec. 19). The reason? Thanks to deregulation, the breakup of AT&T and other recent developments, the field is "going bonkers," as one observer put it.

AT&T's expansion into newly contested fields means the availability of more advertiser and subscriber dollars to support more publications.

Fairchild's publication, which is "in the planning stage," according to president Daniel Newman, probably will debut in early '84.

There have been reports that two Fairchild trade papers, *Electronic News* and Multichannel News, have been working on ventures for the market. While Fairchild "started out with two conceptual approaches," Mr. Newman said, "I'm sure it'll blend into one."

CMP Publications, Manhasset, N.Y., will introduce *Communications Week* on Jan. 30, with an initial controlled circulation of 50,000 to 60,000.

The publisher also owns such titles as *Computer Retail News, Information Systems News* and *Electronic Buyers' News.*

Initially, the frequency of the CMP tabloid newspaper will be every-other-weekly. An increase to weekly frequency is projected for the latter part of '84.

Tom Cooper will be group publisher of *Communications Week* and Jack Dolce will be associate publisher. A b&w page is $5,900; a color page is $6,750. For those not in the industry, a one-year subscription will cost $65.

Television Digest, Washington, publishers of such newsletters as "Television Digest," "Satellite Week" and "Communications Daily," will bring out—probably in February—a weekly newsletter called "Common Carrier Week."

The circulation goal is 1,000 within two years of launch. An annual subscription will cost $327.

These publications are not expected to be the only newcomers in the field.

Other business publishers also are said to be readying entries, though none appear to be ready to discuss their intentions.#

Behind-scenes look at Cabbage Patch pr

NEW YORK— When you've handled the pr for a product phenomenon like the Cabbage Patch Kids, what do you do for an encore?

"The challenge facing us now," said Robert Wiener, exec vp, Richard Weiner Inc., Coleco Industries' pr agency, "is how to maintain the momentum so it doesn't dissipate."

Agency president Richard Weiner gave credit to the pr account team, headed by Bob Wiener, for the phenomenon, while Mr. Wiener, in turn, shared the laurels with Barbara Wruck, Coleco's own pr manager, and with the advertising agency, Richard & Edward's. "Obviously, pr played a major part in the Cabbage Patch success," said the exec vp, "but it was a team effort, working with the advertising developed by Richard & Edward's."

As is usually the case with so-called "overnight successes," the dolls were not assured hits from the start. Since early November, "things have been happening on their own momentum," Mr. Weiner

(Continued on Page 18)

highlights

Monday, December 26, 1983

Jack Kopp, retiring chairman of Leo Burnett Co., maintains the key to success in advertising is the nurturing of creativity. *See Page 6.*

Paramount Pictures has licensed its movies exclusively to Showtime/Movie Channel, providing the first real challenge to HBO since it pioneered the pay cable business in 1975. *See Page 6.*

CBS and Comsat have agreed to explore together the feasibility of distributing direct broadcast satellite programing. *See Page 6.*

The newspaper industry is expecting to feel strongly the benefit of a rebounding economy next year. *See Page 16.*

J. Walter Thompson USA has formed a Performance Group to specialize in service to motor-sports clients. *See Page 16.*

INTERNATIONAL

Carrefour, one of France's biggest "hypermarket" chains, started a comparative advertising campaign last month. This kind of advertising is growing in France now that several big French advertisers have decided to ignore an unclear law barring the ad strategy. *See Page 12.*

Bophuthatswana will launch a tv service this week without authorization from any international broadcast authority. This service will be the first significant competition for the state-owned South African Broadcast Co. *See Page 12.*

Videotech Update will resume in the issue of Jan. 9.

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'Thicke' awaits station renewals

By BOB MARICH

HOLLYWOOD—"Thicke of the Night," the ambitious syndicated talk show from MGM/UA Television, is awaiting word on its fate after wrapping production here.

"We are guardedly optimistic" that stations will extend "Thicke" past its original 26-week commitment, said Fred Silverman, the former network tv executive whose production company makes the syndicated series. "I would say within the next week to week and a half, we'll hear from [tv stations] one way or another."

Metromedia's seven-station group, a partner in the show and the backbone of "Thicke's" lineup because the stations reach about 24% of U.S. tv homes, wants to continue with the show, Mr. Silverman said.

Bob Bennett, Metromedia senior vp-tv broadcasting and production, threw his weight behind continuing "Thicke," saying that its ratings "have been moving in the right direction," and "when you're that close, it deserves to go on."

MGM/UA Television Group president Larry Gershman said "Thicke's" current station lineup reaches about 83% of the U.S. A 70% clearance is needed to continue.

National advertisers in the barter series have been promised a 2.0 rating, he said, and "we've been below that, but only marginally so." To date, 100 90-minute-long programs, enough to carry "Thicke" through the February sweeps as planned, have been made.#

GM 'division by size' on January agenda

By JESSE SNYDER

DETROIT—General Motors may approve a move to consolidate its car divisions into large and small-car groups (AA, Dec. 19) as early as Jan. 9, when its board meets to consider sweeping organizational changes as part of a continuing review of operations by a special group.

Top brass at GM wouldn't confirm or deny the change, which would see large cars form the Buick, Oldsmobile and Cadillac group and Chevrolet and Pontiac become the small-car group. But one senior executive said the big/small car move was on.

President F. James McDonald would say only, "We've been doing things the same way a long time and ought to take a look to see if we can do it more efficiently some other way." But the result of the review group might be to leave the divisions where they are, he added.

Chairman Roger Smith said of the ADVERTISING AGE report, "That's your story. You wrote the story. I'm not going to deny your own story."

At any rate, the review group is considering the option of the two-unit car reshuffling, which also would divide the assembly division and Fisher Body.

Under the plan, one group vp would control the large-car group with no cars smaller than midsize except exclusive divisional "image" cars. The small-car group wouldn't have anything larger than midsize.

Administration, marketing development and engineering functions would be combined within groups, sharply reducing divisional autonomy.

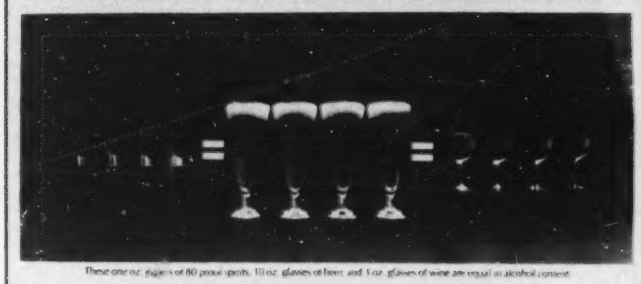
Under the plan, each of the divisions would gain a more distinctive market image than in the past, when each division offered a broad range of sizes and price was the dividing line.

GM's consent agreement with FTC. See Page 18.

Instead, Chevrolet and Pontiac would market small, inexpensive cars designed to appeal to youthful buyers just entering the new-car market. Olds and Buick would offer larger, more expensive vehicles. Cadillac would have the highest price, mostly large cars in a variety of styles (AA, Nov. 14).

GM would authorize more dual dealerships, most frequently linking Chevy and Olds for buyers favoring more traditional, conservative styling and Pontiac and

(Continued on Page 22)



These one oz. shots of 80 proof spirits, 10 oz. glasses of beer and 5 oz. glasses of wine are equal in alcohol content.

Surprised?

We can understand if you are. It seems hard to believe that the alcohol content in the three groups of glasses above is, in fact, equal.

And so it's true that sometimes when you think you're drinking less, you may actually be drinking more. Because any alcoholic beverage should be used only in moderation, it's important that you know what you're drinking as well as how much. Remember, even though it may look light, it shouldn't be taken lightly.

THE HOUSE OF SEAGRAM

FOR REPRINTS PLEASE WRITE ADVERTISING DEPT PL 104, THE HOUSE OF SEAGRAM, 375 PARK AVE., N.Y.C., N.Y. 10152

Longtime alcohol-moderation advertiser House of Seagram currently is running a print ad headlined, "Surprised?"

United's awareness hitting lofty heights

By SCOTT HUME

adWatch

In winter, a consumer's fancy turns to thoughts of. . .the Winter Olympics and getting away to someplace warm.

That's one possible explanation for the dramatic rise in awareness for United Airlines' advertising during November.

Last month, 221 or 17.7% of the 1,250 adults sampled named United when asked what airline advertising first came to mind from all seen in the previous 30 days.

That percentage represents the highest share of first responses United has garnered in the 20 months ADVERTISING AGE's exclusive adWatch poll has been conducted.

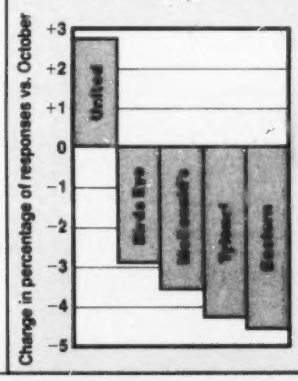
Coupled with a 4.7 percentage point drop in awareness for Eastern Air Lines, United's gain made it No. 1 in the airline category for the second time this year.

United unveiled two new advertising campaigns during the time the survey was conducted, both from Leo Burnett USA, Chicago. The

(Continued on Page 19)

November's winners and losers

Question: **Of all the advertising for (product category) you've seen, read or heard in the past 30 days, which ad first comes to mind? *Note:* A change of plus or minus 2.8 points is statistically significant.**



Source: SRI Research Center, Lincoln, Neb.

Spirits marketers get word: 'Tis the time for caution

By GAY JERVEY

This holiday season's annual moderation messages from the distilled spirits industry may prove to have a greater than usual impact on celebrants, thanks to heightened anti-alcohol sentiment.

Companies such as Seagram and Bacardi Imports and industry associations such as the Distilled Spirits Council of U.S. have been conducting such cautionary efforts for years, warning partygoers not to drink and drive.

But this year's efforts come at a time of increased public awareness and concern about the issue of drunken driving, as well as growing pressure on the alcoholic beverage industry to confront the issue of alcohol abuse and perhaps modify its year-round ad programs.

During the past year, such groups as Mothers Against Drunk Driving and Students Against Drunk Driving have been gaining attention, not only from the public but among federal and local government officials as well. Their ammunition? Grass-roots support has been fueled by the despair and outrage of victims and their survivors.

The President's Commission on Drunk Driving, noting that half the 50,000 highway deaths each year "involve the irresponsible use of alcohol," this month urged a nationwide public and legislative commitment to social and legal change, including a federal law that would force states to raise the minimum drinking age to 21.

Last month the New York City

(Continued on Page 21)

Murdoch stirs wrath of Royko

By ROBERT REED

CHICAGO—Rupert Murdoch officially takes over the *Chicago Sun-Times* next month, but only after thwarting an 11th hour bid from a local investor group attempting to buy the tabloid out from under the controversial press baron.

Mr. Murdoch's arrival means the departure of the popular Pulitzer Prize-winning columnist Mike Royko. He is taking "a leave of absence" because he believes the sale to Mr. Murdoch means an advent of sensationalism, staff cuts and "a sacrifice of serious journalism" at the newspaper.

Mr. Royko announced his decision Dec. 21, the same day parent company Field Enterprises signed a definitive agreement with Mr. Murdoch's News America Publishing.

Up until 24 hours before the deal was finalized, a local real estate investment group, JMB Realty Corp., was pushing a counteroffer of $100 million for the *Sun-Times*, its real

(Continued on Page 20)

world news roundup

TOKYO—Mattel will open an office here in February to expand its product line in Japan. Mattel will cooperate with Takara Co., the local licensee of Mattel's Barbie doll.

SCHWALBACH—Procter & Gamble plans to introduce a Citrus Hill-type orange juice in Europe next year, sources say. The agency is expected to be Grey Duesseldorf. Spending has not been announced.

SAO PAULO—Alpargatas, Brazil's largest jeans marketer, has moved its $3 million U.S. Top brand account from J. Walter Thompson Co. to Talent, a local Brazilian agency. JWT retains $3 million worth of Alpargatas sportswear business.

SYDNEY—Monahan Dayman Adams, the leading Australian-owned agency, is looking to purchase a share in a Los Angeles agency to aid in servicing major client Qantas Airways.

TOKYO—Dentsu, the world's largest advertising agency, will provide original programing and advertising on a one-year trial basis to the 15-station Japanese cable network, which debuts Jan. 1.

CANBERRA—Saatchi & Saatchi's application to take over 60% of Australian agency Gough, Waterhouse (AA, July 18) may be approved next week, following a positive recommendation from the country's Foreign Investment Review Board.

HAMBURG—Benton & Bowles is closing its office here on March 31. The office has a gross income of $800,000 and clients Deutsche Texaco AG, Spiegel Verlag and the Finnish Tourist Board.

VANCOUVER—Baker-Lovick will handle the new $6.5 million North American account for Expo '86 in Vancouver.

DUESSELDORF—The West German Post Office has awarded its $5 million telecommunications account, formerly with Lintas:Hamburg, to Team/BBDO here.

From Peter to pope, tv's new Vatican hope

By ELIZABETH GUIDER

ROME—When Pope John Paul II prays with convicts at a prison in Rome Dec. 27, the occasion will be historic for two reasons.

Not only will the pontiff confront his would-be assassin, Ali Agca, now serving a life sentence, but the film of that meeting, shot by the new Vatican Television Center, will mark a media milestone for the Roman Catholic church.

Unlike the miles of footage shot by the international news networks to chronicle the pope's every public move, this new tv operation has the special blessing of the pontiff himself.

In fact, he signed it into existence in an official Latin document Oct. 22, the fifth anniversary of his election to the throne of St. Peter.

It is the latest example of an increasingly sophisticated effort by

(Continued on Page 21)

In-flight book sale shows Webb consumer shift

By ROBERT REED

Webb Co.'s plan to sell its three in-flight magazines (AA, Dec. 19) signifies a strategic shift in its publishing division's game plan.

The St. Paul, Minn.-based printing and publishing concern is breaking away from in-flight magazines and concentrating more on acquiring other types of consumer magazines. In addition, Webb will continue to build upon its other holdings and develop its budding custom publishing business.

Webb has signed a letter of intent to sell its three in-flight magazines to Delaware North, Buffalo, N.Y. Webb produces in-flight magazines for Trans World Airlines, Northwest Orient and Frontier Airlines.

Delaware North's publishing group already produces in-flight books and a consortium of professional sports magazines and programs. Its in-flight magazines represent Delta, Air Cal and Butler Aviation.

Both companies pay the airlines for the rights to produce the magazines and make their money by selling advertising.

Terms of the acquisition are pending, but the deal is expected to close before the end of the year or in early 1984, according to Stanley Sills, president of the Delaware North publishing group.

A year ago, Webb executives were saying the in-flight publications were an important entry into the consumer magazine segment and would serve as a starting block for acquiring other airline magazine properties.

"We had intended to grow and envisioned acquiring a number of in-flight books. But as we approached mid-1983, it was apparent that was going to be difficult to accomplish," says Robert Sallman, president of Webb.

At that time, Webb lost a bid to acquire United Airlines's in-flight magazine from its chief competitor, New York-based East/West Network.

When the bidding went further than Webb was willing to go, the company pulled out and soon after began to reevaluate its commitment to the in-flight group, says Robert Haugan, Webb chairman and chief executive officer.

"Having only three magazines, we felt the possibilities weren't as interesting as they might have been," Mr. Haugan says.

While Webb is the second-largest publisher of in-flights, it competes primarily against East/West, which publishes 10 such magazines, making it easier to group buys for its advertisers.

To combat this, Webb, Delaware and American Airlines, which produces its own book, formed Air Group One, a sales organization designed to link ad buys under one magazine network. Yet the diversity of the three organizations made it sometimes difficult to effectively sell under one marketing umbrella, say Webb executives.

Delaware North contends that having one owner for most of the magazines in Air Group One will make it easier to sell the package.

"We intend to expand our position and improve our capabilities to become the biggest and the best," Mr. Sills says.

For Webb, the divestiture means it will concentrate on the acquisition of small magazines in various fields while building on the success of its other consumer books, such as *Family Handyman*, Mr. Sallman says.

Family Handyman is expected to contribute nearly 25% of the publishing division's total revenues this year and continue to grow in circulation. In-flight will serve up only 14%. Webb is expecting to have $53 million in revenues from the publishing division.

In addition, Webb is developing its custom publishing business. Custom publishing is the production of magazines for companies and their specific customer groups.

Already companies such as Xerox Corp. and Kawasaki Motors Corp. USA have started publishing such magazines.

Webb's ultimate goal is to have its publishing division contribute 50% of the company's over-all profit picture. It is currently at 40%, with the rest coming from a thriving printing operation.

In 1982, Webb saw total sales of $144 million, with printing contributing $96 million and publishing $48 million. In operating income, the printing division delivered $6.1 million, while publishing added $4.8 million.#

Give your product away —on network tv game-shows.
It's the ultimate in low-cost, mass exposure. We provide a complete service to all network shows. Write for details.
Game-Show Placements, Ltd.
7011 Willoughby Avenue
Hollywood, CA 90038
(213) 874-7818

United's awareness hitting lofty heights

(Continued from Page 3)

first, launched Oct. 21 during the World Series, kicked off United's promotion of its Olympic Games sponsorship. Using past Olympic marathon gold medal winner Frank Shorter as spokesman, the "5-Million Mile Challenge" campaign announced that United would donate to the U.S. Olympic team one free mile of travel for every passenger flown between Nov. 1 and Dec. 15 (AA, Oct. 24).

Although United's business was up 15.4% during the 45-day period, the total of 4.8 million passengers fell slightly short of the goal. However, the airline announced last week it will donate the full 5 million free miles to the Olympic team.

For those not reached by patriotism, United also was promoting hedonism last month. The airline called its "United shines to Florida" campaign a more aggressive replacement for Al E. Gator, the animated alligator it had used in past years to advertise its winter vacation routes (AA, Sept. 12).

That aggressiveness appears to have generated increased awareness.

Eastern Air Lines, whose awareness slid 4.7 points (to a 15.4% share), also has been promoting winter vacation travel, but without using chairman Frank Borman as spokesman. Earlier commercials featuring Mr. Borman had given Eastern a 6.4 point jump in awareness in October. American Airlines retained the No. 3 spot with an unchanged 9.9% share of first mentions.

AdWatch is a joint project of Advertising Age and SRI Research Center, Lincoln, Neb. Advertising awareness is measured by asking a national random sample of consumers to name the first advertising that comes to mind (in 18 product categories) from all seen, heard or read in the preceding 30 days.

From Nov. 1 through 20, 1,250 adults were surveyed by phone. Under adWatch methodology, an increase or decrease from the previous month of 2.8 percentage points is considered statistically significant and attributable to more than sample variation.

Significant decreases were registered in three other categories. Interestingly, all were for advertisers that have had the highest awareness shares every month this year.

Birds Eye's share of first mentions in the **frozen foods** category slid 2.9 points to 12.6%. While still keeping its hold on the No. 1 spot, Birds Eye is getting an increasingly strong challenge from No. 2 Swanson as frozen meals begin to replace frozen side dishes in advertising recall for the category. Swanson, which had a 4.4% share in January, quietly has grown to an 8.3% share. Stouffer remained third with 5.4% of mentions in November.

Tylenol lost the ground it had gained last month in the **medicine & drugs** category, slipping 4.5 percentage points to 32.5% of mentions. In October, Tylenol had risen 4 points. Anacin, which dropped 4.5 points in October, regained one percentage point last month. Its 8.4% share still trailed No. 1 Tylenol, but was solidly ahead of No. 3 Bayer (4.6%).

The erosion of McDonald's once seemingly insurmountable lead over Burger King in **fast-food** advertising awareness continued to erode in November, dropping 3.6 percentage points. Although Burger King's awareness also slipped, the gap between the No. 2 chain (24% in November) and No. 1 McDonald's (39%) is more narrow than it has been since October, 1982, when the "battle of the burgers" began.

Both burger giants toned down their advertising presence last month, with McDonald's tapering off its "Leader of the pack" campaign for Big Macs and Burger King giving its comparative attack a brief rest.

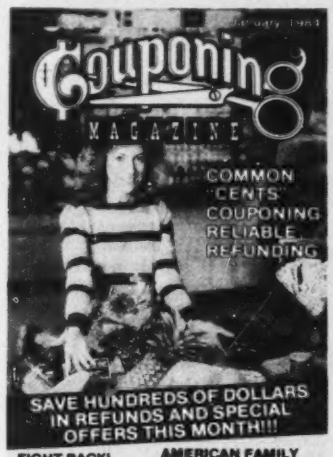
Among noteworthy changes in other categories last month:

• To paraphrase jargon from the music industry, Miller Brewing Co.'s Meister Brau brand has entered the **beer category** chart with a bullet. With a heavy introductory campaign behind the comparative "Tastes as good as Budweiser at a better price" theme, Meister Brau last month made its first appearance among the beer advertising receiving first mentions. Although its advertising came to mind first for only 1.6% of the sample, putting it in the No. 9 position, Meister Brau's awareness still bested that of several established brands.

Anheuser-Busch needn't worry however. Awareness of Budweiser advertising rose 2.7 points last month. Its 17.7% share in November is the highest percentage of first mentions recorded to date in the highly fragmented beer category. Miller remained No. 2 with a steady 11.7% share; Coors remained No. 3 with 7.5%.

• One of the longest-running battles for advertising awareness superiority has been raging between Cheerios and Wheaties in the **breakfast foods** category. The winner isn't No. 1, of course, since the title has been held by Kellogg for several months. But Cheerios and Wheaties—both General Mills brands—continue to exchange the No. 2 and No. 3 positions and make this one of the most hotly contested categories. The November rankings: Kellogg's, No. 1 with 7% (down 2.2 points); Cheerios, No. 2 with 6.6% (up 1.3 points); Wheaties, No. 3 with 4.6% (down 1.1 points).#

For additional information or data, contact: Gary Gabelhouse, SRI Research Center, 301 S. 68th St., Lincoln, Neb. 68506. Phone: (402) 489-0351.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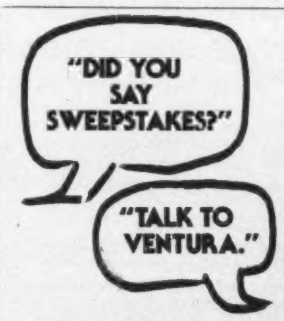

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Western puts its $20 million down at DDB

By JENNIFER PENDLETON

LOS ANGELES—Western Airlines' $20 million in billings has landed at Doyle Dane Bernbach/West. But, ironically, the carrier will start a new campaign created by its former agency, McCann-Erickson, in the first quarter.

The appointment follows a review involving Chiat/Day; Needham, Harper & Steers; Foote, Cone & Belding; Benton & Bowles, and incumbent McCann. FCB and B&B pulled out of the competition in the final weeks.

Western's senior director of advertising and sales promotion Mark Dennett cited DDB's fresh creative approach in its presentation and its long experience with American Airlines as key factors swaying the decision.

DDB, New York, handled American from 1961 to 1981 (the Los Angeles office handled outdoor and some special projects during that period). The agency resigned American to take on Pan American World Airways, a relationship that lasted only eight months (AA, Jan. 11, '82).

While Mr. Dennett declined to share specifics of possible new approaches, he did mention a major

(Continued on Page 32)

'Living' campaign has powerful pull

By CRAIG REISS

NEW YORK—A tv and print ad blitz by the Arthur S. DeMoss Foundation ends today, and it not only tied up a good amount of airtime in recent weeks but telephone lines as well, its backers say.

The ad campaign promoted the "Power for Living" religious books and supported 1983 as the Year of the Bible. Ads, featuring such notables as Dallas Cowboys head coach Tom Landry, former White House aide Charles Colson and singer Pat Boone, among others, promised a free copy of "Power for Living" without obligation.

Jack Anderson, broadcast director at Frank Vos Co., which handled creative and media on the campaign, said the commercials were so successful in generating calls to the foundation's three 800 numbers that a spot running in New York would tie up American Telephone & Telegraph lines for 45 minutes.

"We've been off network tv for a week, and we're still getting 1,300 calls a day from those ads," Mr. Anderson said.

The DeMoss Foundation campaign came upon the media out of the blue, entering the tv market

(Continued on Page 34)

last minute news

Beatrice to break $29 million corporate effort

CHICAGO—Beatrice Foods' $29 million corporate campaign begins in February, incorporating about 18 Beatrice brands. The theme is, "Beatrice. You've known us all along." Regionalized tv spots, each featuring eight to 10 products, begin on Winter Olympics coverage supported by print ads running through September. An Olympics-oriented freestanding insert on Feb. 5 and p.o.p. accompany via Marsteller. Beatrice will drop "Foods" from its name and begin using a new corporate logo by summer.

Computer companies pick C&W unit, Commart

DALLAS—Wyly Corp., a computer software marketer, has named Reiser, Williams, deYong/Cunningham & Walsh, Irvine, Cal., for its

(Continued on Page 8)

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Forecast & Review

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People who made news in '83 - Page 3
Products that made news in '83 - Page 3
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Adman of the Year

Lee Iacocca of Chrysler: Crisis plans paying off

By RALPH GRAY

Lido Iacocca was completing his masters in mechanical engineering at Princeton when he began his automotive career as a student engineer at Ford Motor Co.

Less than four decades later, the 59-year-old Chrysler Corp. chairman has accomplished one of the most astonishing "engineering" feats in the history of American business.

Last year, Lee A. Iacocca saw his company settle firmly into the black, rebounding from the 1980 low point of a $1.7 billion loss and posting profits totaling $266 million for the first three quarters of 1983. On June 15, the company paid back $1.2 billion in government-guaranteed loans, just "two years, 11 months and 21 days" after its first draw, Mr. Iacocca noted in an interview. He then repeated his favorite explanation of the repayment: "We at Chrysler borrow money the old-fashioned way. We pay it back."

On the way to paying it back and to guiding the ailing auto maker to a position of fiscal health, Mr. Iacocca has succeeded in putting Chrysler on a strong growth track.

A company that was teetering on the brink of collapse less than five years ago is now a more-than-viable contender in its field, with an array of trend-setting new products, a significantly more efficient operation and a chief executive who broke new ground, albeit reluctantly, as a powerful advertising spokesman for his product—and, in fact, for American-made goods generally.

For these reasons, the editors of ADVERTISING AGE have named Lee Iacocca Adman of the Year for 1983.

"Product is king" for the veteran auto executive, who obviously is still very much guided by his engineering background. And his tenacity in making his credo a reality for Chrysler is at the core of his success.

He would deny that what has been accomplished at Chrysler smacks of marketing acumen of the first degree. As he explains it, "You say it was a marketing task, but I don't look at it that way. I looked at [the job of turning around the company] as a very difficult product task and a quality and productivity task.

"Marketing really means nothing if we didn't have the product that appeals to people. Not just convertibles, but across the board. Without that our [market] penetration wouldn't have gone up."

And once you have solid product? Mr. Iacocca makes it sound almost routine: "Then you back the product and give some assurance you stand behind

(Continued on Page 30)

Photo by John C. Hillery

King tv specials slow in lining up sponsors

By JAMES P. FORKAN

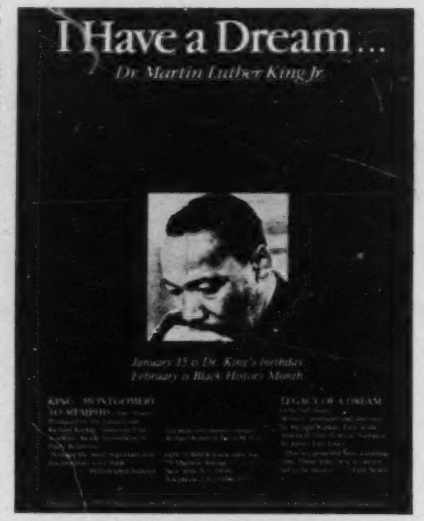
NEW YORK—The late Martin Luther King Jr. will be saluted in at least three syndicated tv specials due in the first quarter. The most ambitious special is a two-hour, first-run show budgeted at more than $500,000.

In each case, the distributors, Bentley Entertainment Group and Fox/Lorber Associates, which has two syndication projects, are offering the King tributes for two runs, the first on or near the civil rights leader's Jan. 15 birthday and again in February during "Black History Month."

Bentley's project, "A Celebration of Life: A Tribute to Martin Luther King Jr.," is a two-hour original production. Fox/Lorber is clearing two annuals, the two-hour "King... Montgomery to Memphis" and the 30-minute "Legacy of a Dream."

Fox/Lorber, which was among syndicators with specials keyed to the 20th anniversary of President John F. Kennedy's assassination in November, also had its King shows on the market last spring and summer, suggesting them as tv tie-ins to the 20th anniversary last August of the march on Washington.

"Celebration" has cleared more than 80 stations, including 37 of the top 50 markets—led by WPIX, New York; KCOP-TV, Los Angeles, and WBBM-TV, Chicago. Most of the outlets are giving the special prime time placement between Jan. 14 and 16, but a few are waiting until later in the month, according to Ray Bentley, president, Bentley Entertainment. Most stations are planning dual runs, he said. An ad in *TV Guide* will support.



This Fox/Lorber Associates trade ad pitches two Martin Luther King Jr. specials.

Mr. Bentley and the special's Chicago-based producer, Cindy Walker of Teleavancers, said Coca-Cola USA, Atlanta (AA, Dec. 26), and Johnson Publishing Co., Chicago, are the first major sponsors signed. About five others have been labeled "strong prospects." The asking price for a 30-second spot is between $55,000 and $60,000, other sources indicated.

Lining up advertisers has proved more difficult than clearing stations. Mr. Bentley blamed the slow pace on advertisers and agencies seeing the show as "funereal" and on agencies not even informing their clients about the special's availability.

The show will have lively

(Continued on Page 32)

Playtex plan taking shape

By PAT SLOAN

Although Esmark Inc. remains characteristically reticent about plans for its Almay and Max Factor & Co. divisions, the word is out to retailers that the two cosmetics units will not be wearing the same faces in 1984.

Buyers at chain drugstores in central and eastern parts of the country are expecting major changes in the advertising budgets and product lines of both companies, which have been folded into Esmark's International Playtex division.

The way retailers tell it, Almay and Factor will be spending aggregately more on advertising, though perhaps on fewer products, some of which have been earmarked for growth while others have been slated for either divestiture or a phaseout.

This direction was indicated to retailers last September when they were told by Almay salesmen that advertising spending would be boosted to $9.5 million (AA, Sept. 5). At the time, they also were informed that the company's Colorplus cosmetics offshoot would be discontinued.

An Almay executive, who asked not to be identified and would not confirm advertising increases, insisted at the time the then-supposed fate of Colorplus was the result of confusion in the marketplace.

But Esmark since has owned up to Colorplus as a marketing mistake on Almay's part, and confirmed what the retail trade was saying as far back as August.

Now retailers say they have been told that Almay spending in the first half of 1984 will go as high as $12.5 million for new products, promotions and advertising. Measured media spending alone is expected to total $12 million for the year.

On tap is a new mascara, an acne preparation and a skincare extension, Almay is telling retailers.

To lure new and younger customers to the Almay label, five $1-off coupons will be distributed through Jhirmack products, the Playtex haircare line, starting in March.

International Playtex's family products group, of which Jhirmack is a part, also will become the sole marketing arm of several Almay toiletries products—Almay deodorant as well as repackaged and relaunched Almay haircare products, including hair sprays and shampoos.

The relaunch of Almay deodorant will be supported by an additional $5 million in ad spending; no figure has been set for haircare.

There also have been reports

(Continued on Page 34)

TEN EVENTS THAT MOVED THE MARKET IN '83

- Airline woes
- Alan Thicke show
- Blockbuster tv shows
- Burger battles
- Fitness boom
- Hitler diaries
- Nets' anchor changes
- Off-price retailing
- Tylenol comeback
- USFL debut

Off-price, fitness led the parade of last year's trends

In addition to the people and products that made news in advertising and marketing last year, there were a number of events that made an impact as well. Here are the 10 selected by ADVERTISING AGE *as the most noteworthy:*

Off-price retailing, both a boon and a bane to the retailing industry in 1983, caught the consumer's fancy and pocketbook last year when off-price apparel sales accounted for an estimated $7 billion to $8 billion, with a compounded annual growth rate of 35%.

Sales from variety stores and catalog showrooms combined equaled another $22 billion.

The growth from off-price, however, was not greeted as good news by traditional department store retailers who see this segment of the retail industry, which frequently sells the same first-quality, designer and name goods department stores do but at lower prices, as endangering their business.

To combat the perceived threat, department stores became increasingly promotional in some instances, and in others put extensive private-label programs in place to guarantee exclusivity.

The off-price phenomenon also caused a stir in the judicial and legislative branches of the federal government.

Several off-price retailers, including Burlington Coat Factory and Kids "R" Us, a division of Toys "R" Us, filed suits against retailers such as Federated Department

(Continued on Page 27)

TEN CATEGORIES THAT WILL MAKE NEWS IN '84

- Analgesics
- Computers
- Cookies
- Electronic information
- Financial services
- Hair care products
- Minivans
- Olympics
- Politics
- Soft drinks

'84 elections and Olympics top list of stories to come

No one knows where the big news of 1984 will come from. But some things already on tap, such as the presidential elections and the Olympics, are sure to take center stage when they occur, and certain trends seem destined to grow. Following are 10 areas the editors of ADVERTISING AGE *think will create major marketing news this year.*

Politics

Every quadrennium, millions of dollars are spent on political advertising by a gaggle of candidates who want to end up the year being elected President of the United States.

This year should be no different, except for one factor: Probably no other campaign in election history will be as expensive as this one.

Each of the presidential candidates can spend up to $24 million to get nominated in 1984—although it is expected that of all the candidates now in the race, only Walter Mondale, John Glenn and, of course, Ronald Reagan, will have the financial resources necessary to come close to that figure.

After the nominating process is over, the Democratic and Republican candidates each will receive about $40 million in federal funds for the general election, an inflation-boosted increase from the $29 million that Ronald Reagan and Jimmy Carter received in 1980. It is difficult to break down how much of this money will be spent

(Continued on Page 21)

highlights

Monday, January 2, 1984

Advertisers are rushing to buy time on the first private tv channel in Germany. *See Page 6.*

Retailers are finding that Christmas of 1983 is fulfilling its promise. *See Page 32.*

On the eve of the International Winter Consumer Electronics Show, videocassette software appears to be moving into mainstream advertising. *See Page 32.*

Information Resources Inc. is developing an alternate media planning method to supplement viewer demographics as a base for tv ad spending. *See Page 33.*

MAGAZINE

After placing the *Anchorage Daily News* on firm financial footing, Katherine Fanning is working to revitalize *Christian Science Monitor. See Page M-4.*

Careers in Marketing: Despite the recent downswing in the number of marketing jobs, many believe it will rise as high-tech industries grow and American companies increasingly compete in the world market. *See Page M-9.*

Columnist Hank Seiden explains why he thinks print advertising is everything tv advertising isn't: Believable. Persuasive. Convincing, and a lot more difficult to produce successfully. *See Page M-21.*

There is no International section this week. It returns Jan. 9.

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order to bring about the efficiencies needed in using mass media advertising, cable operators are beginning to "cooperate among themselves" to make radio and tv buys, he says. "It's more or less like a clustering concept in marketing."

Some operators are setting up retail stores modeled on phone centers. This is opening up opportunities for those with backgrounds in "retail marketing, not cable marketing," says Jerry Maglio, executive vp-marketing with Denver-based Daniels & Associates. "We have to learn how to blend retail principles with cable product lines."

A trend that's even more significant than retailing, says Mr. Maglio, is the increasing need for package goods specialists as cable moves into the urban markets.

Currently, former executives of companies such as Coca-Cola Co., PepsiCo Inc. and Polaroid Corp. hold key marketing slots in cable.

Finally, an area of marketing that doesn't really exist now at the system level, but is taking shape, is on-air promotion. According to Bob Klein, president of the Los Angeles-based Klein & , a media creative and production company, operators have a critical responsibility to let their subscribers know who they are. Next, he says, "they have to educate [subscribers] as to what they're selling them." They need to cross-promote the various program offerings on a 30- or 40-channel cable system. "Until they do that, they're going to have those enormous churn rates," he says.

Oceanic Cablevision in Honolulu is setting up its own on-air promotion department—the first cable system to do so. Mr. Klein believes that eventually the field of broadcast promotion may "come close to doubling over the next 10 years with cable" as other systems follow Oceanic's lead.

There's already a "booming little business" in on-air promotion at many of the cable networks, says Mr. Klein, particularly the pay services such as Home Box Office and Showtime/The Movie Channel.

Up and down the ladder

Average highs and lows of ad agency salaries

Creative	1983 High	1983 Low	1981 High	1981 Low
Creative director	$150,000	$75,000	$85,000	$60,000
Assoc. creative director	85,000	65,000	65,000	50,000
Copy supervisor	75,000	50,000	60,000	45,000
Sr. copywriter	75,000	50,000	50,000	35,000
Copywriter	45,000	25,000	25,000	18,000
Jr. copywriter	16,000	14,000	12,000	10,000
Art				
Exec. art director	200,000	110,000	125,000	85,000
Group creative director	85,000	60,000	70,000	50,000
Art director	65,000	30,000	50,000	25,000
Asst. art director	25,000	14,000	20,000	12,000
Account*				
Sr. vp-mgmt. supervisor	130,000	40,000	150,000	52,000
Vp-mgmt supervisor	75,000	45,000	77,000	38,000
Acct. supervisor	58,000	25,000	65,000	27,000
Acct. exec.	40,000	15,000	49,000	15,500
Asst. acct. exec.	29,000	14,000	30,000	15,000
Media**				
Sr. vp-media director	125,000	50,000	100,000	50,000
Vp-assoc. media director	100,000	32,000	65,000	32,000
Media supervisor	35,000	20,000	35,000	20,000
Media planner	30,000	12,000	25,000	12,000
Media buyer	25,000	12,000	25,000	12,000

*Figures represent absolute, not average, highs and lows, hence the discrepancies from 1981 to 1983

**Figures for 1983 and 1982; figures for 1981 not available

Sources: Creative and art salaries—Jerry Fields Associates, New York.
Account salaries—Judd-Falk, New York.
Media salaries—Simmy Sussman Inc., New York.

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